

# **Kansas Dept. of Health and Environment KS0110**

Iola Register http://www.iolaregister.com/		Allen Iola, KS		Daily	Readership = 8,556	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/20/2008 08/21/2008 08/30/2008	4 4 1	THE GARDEN CITY TELEGRAM KANSAS MOVES UP ON OBESITY SCALE, FEWER KANSANS HAVE INSURANCE	10 ITS SAD 19 37	\$100.50 \$190.95 \$371.85	8,556 8,556 8,556	
08/30/2008	1	TEWER RAINSAINS HAVE INSURAINCE	66	\$663.30	25,668	3 total records
Anderso	n County A	dvocate Anderson	Garnett, KS	Bi-Week	dy Reade	rship = 2,589
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/29/2008	5	MACULAR DEGENERATION: KNOW THE I	FACTS 15	\$115.05	2,590	
			15	\$115.05	2,590	1 record
A 4 3 •	Clobo	A 4-1-1	Atchison, KS	D' 117 1		
Atchison http://www.atchi	isonglobeonline.com	Atchison	Attinson, KS	Bi-Week	aly Reade	rship = <b>8</b> ,464
		Headline	Col. Inches		Rdshp	rship = 8,464
http://www.atch	isonglobeonline.com		,			rship = 8,464
Date 08/13/2008	Page #	Headline AUGUST FARMERS' MARKET MONTH	Col. Inches	<b>Ad Equiv</b> \$193.20	<b>Rdshp</b> 8,464	rship = 8,464  2 total records
Date 08/13/2008 08/27/2008	Page #  3 5	Headline  AUGUST FARMERS' MARKET MONTH DOWN ON THE CORNER	Col. Inches  14 25	\$ <b>Ad Equiv</b> \$193.20 \$345.00	Rdshp  8,464 8,464  16,928	•
Date 08/13/2008 08/27/2008 Kiowa N	Page #  3 5	Headline  AUGUST FARMERS' MARKET MONTH DOWN ON THE CORNER	Col. Inches  14 25 39	\$ Ad Equiv \$193.20 \$345.00 \$538.20 Weekly	Rdshp  8,464 8,464  16,928	2 total records
Date  08/13/2008 08/27/2008  Kiowa N  http://www.kiow	Page #  3 5	Headline  AUGUST FARMERS' MARKET MONTH DOWN ON THE CORNER  Y-Record  Barber	Col. Inches  14 25 39  Kiowa, KS  Col. Inches	\$ Ad Equiv \$193.20 \$345.00 \$538.20 Weekly	Rdshp  8,464 8,464  16,928  Reade	2 total records

<b>Great Bend Tribune</b>		Barton Great	Bend, KS	Daily	Readership = 14,680		
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp		
08/31/2008	3	HERE'S THE LOWDOWN ON TOBACCO USE	21	\$253.26	14,681		
08/31/2008	6	REPORT LINKS TEEN SMOKING AND DEPRESSIO		\$337.68	14,681		
09/03/2008	1	NUMBER OF UNINSURED PERSONS UP IN KANSA	,	\$253.26	14,681		
09/07/2008		FARMERS MARKET: A FAMILY AFFAIR	22	\$265.32	14,681	4	
			92	\$1,109.52	58,724	4 total records	
Hoisingt	on Dispatch	Barton Hoisin	gton, KS	Weekly	Reade	rship = 3,116	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp		
08/15/2008	3	SCHOLARSHIPS AVAILABLE FOR HOISINGTON	6	\$28.02	3,116		
08/15/2008	3	SCHOLARSHIPS AVAILABLE FOR HOISINGTON	U	Ψ20.02			
08/15/2008	3	SCHOLARSHIPS AVAILABLE FOR HOISINGTON	6	\$28.02	3,116	1 record	
	Journal-A		6		,	1 record	
Andover	Journal-A		6	\$28.02	,		
Andover	Journal-A	dvocate Butler Andov	6 er, KS	\$28.02 Weekly	Reade		
Andover	Journal-Aoverjournal.com/ Page #	dvocate Butler Andov Headline	6 er, KS Col. Inches	\$28.02 Weekly Ad Equiv	Reade Rdshp		
Andover http://www.ando Date 08/21/2008	Journal-Activerjournal.com/ Page # 3  o. Leader-N	dvocate Butler Andov  Headline  VIA CHRISTI TO OFFER STOP SMOKING CLINIC	6 er, KS Col. Inches 5	\$28.02  Weekly  Ad Equiv  \$57.75	<b>Reade Rdshp</b> 3,915 <b>3,915</b>	rship = 3,914	
Andover http://www.ando Date 08/21/2008	Journal-Activerjournal.com/ Page # 3  o. Leader-N	dvocate Butler Andov  Headline  VIA CHRISTI TO OFFER STOP SMOKING CLINIC	6 er, KS Col. Inches 5 5	\$28.02  Weekly  Ad Equiv  \$57.75  \$57.75	<b>Reade Rdshp</b> 3,915 <b>3,915</b>	rship = 3,914  1 record	
Andover http://www.ando Date 08/21/2008  Chase Co http://www.ccles	Journal-Adverjournal.com/ Page # 3  D. Leader-Nudernews.com	dvocate Butler Andov  Headline  VIA CHRISTI TO OFFER STOP SMOKING CLINIC  News Chase Cotton	6 er, KS  Col. Inches  5 5 swood Falls, KS	\$28.02  Weekly  Ad Equiv  \$57.75  \$57.75  Weekly	Reade  Rdshp  3,915  3,915  Reade	rship = 3,914  1 record	

Columbi	Columbus Daily Advocate		Cherokee Columbus, KS		Daily	Readership = $4,949$		
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp		
08/20/2008 09/11/2008	1 5	REPORT SAYS KANSAS IS 23RD-FATTES' LATEST ON OBESITY EPIDEMIC IS FATT		5 47	\$38.00 \$357.20	4,950 4,950		
				52	\$395.20	9,900	2 total records	
Concord	lia Blade-E	impire Cloud	Concord	Concordia, KS		Reade	rship = 5,319	
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp		
09/04/2008	1	CITY COMMISSION APPROVES BUDGET	1	50	\$346.50	5,320		
				50	\$346.50	5,320	1 record	
Miltonva	ale Record	Cloud	Miltonva	ale, KS	Weekly	Reade	rship = 1,398	
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp		
08/21/2008 09/04/2008	1 1	FARMERS MARKET FARMERS MARKET		3 3	\$8.25 \$8.25	1,398 1,398		
				6	\$16.50	2,796	2 total records	
Arkansas City Traveler http://www.arkcity.net/		veler Cowley	Arkansa	s City, KS	Daily	Reade	rship = 9,165	
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp		
08/22/2008	4	THE GARDEN CITY TELEGRAM, ON PUR		12	\$106.56	9,166		
08/25/2008	2	SLATTERY BRINGS CAMPAIGN TO COUR SMOKING RISKIER TO WOMEN'S HEART		59 10	\$523.92 \$88.80	9,166 9,166		
09/03/2008	4	SWORM TO WOMEN'S HEART		10	Ψ00.00	7,100		

Winfield Daily Courier http://www.winfieldcourier.com/		rier Cowley Winfie	, KS	Daily	Daily Readership = 12,026	
Date Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/15/2008	4	SAMPLE TASTING & GYPSY DANCERS AT	47	\$437.57	12,027	
08/20/2008	3	KANSAS TOPS 25 PERCENT BARRIER IN OBESITY	6	\$55.86	12,027	
08/22/2008	4	A BEAUTIFUL SATURDAY MORNING IN WINFIELI		\$521.36	12,027	
08/29/2008	4	FALL IS HERE AT THE WALNUT VALLEY FARMER	S83	\$772.73	12,027	
09/05/2008	4	ADD WALNUT VALLEY FARMERS' MARKET TO	71	\$661.01	12,027	
			263	\$2,448.53	60,135	5 total records
Mulberr	y Advance	Crawford Mulber	ery, KS	Weekly	Reade	rship = 138
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/08/2008	1	YOUNG CHILDREN, OLDER ADULTS AT HIGHER	26	\$78.00	138	
00,00,=000						
	Morning S		26 rg, KS	\$78.00 Daily	138 Reade	1 record rship = 17,431
Pittsburg		Sun Crawford Pittsbu	rg, KS	Daily	Reade	
	Morning Singsun.net/ Page #			·		
Pittsburg http://www.morr Date 08/18/2008	Page #	Sun Crawford Pittsbu  Headline  STUDY SHEDS LIGHT ON SMOKING	rg, KS  Col. Inches	Daily Ad Equiv \$367.20	Reade Rdshp	
Pittsburg http://www.morr Date 08/18/2008 08/20/2008	Page #	Sun Crawford Pittsbu  Headline  STUDY SHEDS LIGHT ON SMOKING KANSAS TOPS 25 PERCENT BARRIER IN OBESITY	rg, KS  Col. Inches  24 7	Daily  Ad Equiv  \$367.20 \$107.10	<b>Reade Rdshp</b> 17,432 17,432	
Pittsburg http://www.morr Date 08/18/2008 08/20/2008 08/24/2008	Page #  1 3 7	Sun Crawford Pittsbu  Headline  STUDY SHEDS LIGHT ON SMOKING KANSAS TOPS 25 PERCENT BARRIER IN OBESITY THE GARDEN CITY TELEGRAM, ON PUBLIC	rg, KS  Col. Inches  24 7 8	Daily  Ad Equiv  \$367.20 \$107.10 \$122.40	Reade:  Rdshp  17,432 17,432 17,432	
Pittsburg http://www.morr Date 08/18/2008 08/20/2008 08/24/2008 09/07/2008	Page #  1 3 7 5	Sun Crawford Pittsbu  Headline  STUDY SHEDS LIGHT ON SMOKING KANSAS TOPS 25 PERCENT BARRIER IN OBESITY THE GARDEN CITY TELEGRAM, ON PUBLIC TIME FOR NEW THINKING AT KHPA	rg, KS  Col. Inches  24 7 8 29	Daily  Ad Equiv  \$367.20 \$107.10 \$122.40 \$443.70	Reade:  Rdshp  17,432 17,432 17,432 17,432	
Pittsburg http://www.morr Date 08/18/2008 08/20/2008 08/24/2008 09/07/2008	Page #  1 3 7	Sun Crawford Pittsbu  Headline  STUDY SHEDS LIGHT ON SMOKING KANSAS TOPS 25 PERCENT BARRIER IN OBESITY THE GARDEN CITY TELEGRAM, ON PUBLIC	<b>Col. Inches</b> 24 7 8 29 9	Daily  Ad Equiv  \$367.20 \$107.10 \$122.40 \$443.70 \$137.70	Reade:  Rdshp  17,432 17,432 17,432 17,432 17,432 17,432	rship = 17,431
Pittsburg http://www.morr Date 08/18/2008 08/20/2008	Page #  1 3 7 5	Sun Crawford Pittsbu  Headline  STUDY SHEDS LIGHT ON SMOKING KANSAS TOPS 25 PERCENT BARRIER IN OBESITY THE GARDEN CITY TELEGRAM, ON PUBLIC TIME FOR NEW THINKING AT KHPA	rg, KS  Col. Inches  24 7 8 29	Daily  Ad Equiv  \$367.20 \$107.10 \$122.40 \$443.70	Reade:  Rdshp  17,432 17,432 17,432 17,432	
Pittsburg http://www.morr Date 08/18/2008 08/20/2008 08/24/2008 09/07/2008	Page #  1	Sun Crawford Pittsbu  Headline  STUDY SHEDS LIGHT ON SMOKING KANSAS TOPS 25 PERCENT BARRIER IN OBESITY THE GARDEN CITY TELEGRAM, ON PUBLIC TIME FOR NEW THINKING AT KHPA	Col. Inches  24 7 8 29 9 77	Daily  Ad Equiv  \$367.20 \$107.10 \$122.40 \$443.70 \$137.70	Reade:  17,432 17,432 17,432 17,432 17,432 17,432 87,160	rship = 17,431
Pittsburg http://www.morr Date 08/18/2008 08/20/2008 08/24/2008 09/07/2008 09/11/2008	Page #  1	Headline  STUDY SHEDS LIGHT ON SMOKING KANSAS TOPS 25 PERCENT BARRIER IN OBESITY THE GARDEN CITY TELEGRAM, ON PUBLIC TIME FOR NEW THINKING AT KHPA N.C. MAN TO OFFER PRESENTATION ON YOUTH	Col. Inches  24 7 8 29 9 77	Daily  Ad Equiv  \$367.20 \$107.10 \$122.40 \$443.70 \$137.70  \$1,178.10	Reade:  17,432 17,432 17,432 17,432 17,432 17,432 87,160	rship = 17,431  5 total records

			40		\$280.00	11,500	1 record
Abilene ]	Reflector-(	Chronicle Dickinson A	Abilene, KS		Daily	Reade	ership = <b>8,056</b>
Date	Page #	Headline	Col. In	ches	Ad Equiv	Rdshp	
09/09/2008	1	COMMUNITY FOUNDATION AWARDS \$25,000	0 IN 28		\$210.00	8,057	
			28		\$210.00	8,057	1 record
Heringto	n Times	Dickinson H	Herington, KS		Weekly	Reade	ership = 4,613
Date	Page #	Headline	Col. In	ches	Ad Equiv	Rdshp	
08/28/2008 08/28/2008	2 5	HEALTHY STRATEGY MACULAR DEGENERATION AND VISION LO	18 DSS 10		\$139.50 \$77.50	4,614 4,614	
			28		\$217.00	9,228	2 total records
Kansas (	Chief	Doniphan V	Wathena, KS		Weekly	Reade	ership = 6,745
	Page #	Headline	Col. In	ches	Ad Equiv	Rdshp	
08/28/2008	6	TOBACCO FREE BACK-TO-SCHOOL SWIM PA	ARTY 46		\$322.00	6,746	
			46		\$322.00	6,746	1 record
Eudora News http://www.eudoranews.com/		Douglas F	Eudora, KS		Weekly	Reade	ership = 3,109
Date	Page #	Headline	Col. In	ches	Ad Equiv	Rdshp	
09/04/2008	4B	FARMERS TRYING TO KEEP UP WITH LOCAL	L 37		\$298.96	3,110	
			37		\$298.96	3,110	1 record

Lawrence Journal-World <a href="http://www.ljworld.com/">http://www.ljworld.com/</a>		-World Douglas	Douglas Lawrence, KS		Readership = 45,519		
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp		
08/14/2008	5	LEADERS ACROSS STATE FAVOR SMOK	KING BAN 12	\$387.00	45,519		
08/19/2008	1	COMMISSION TO CONSIDER SIDEWAL	K SEATING 27	\$870.75	45,519		
08/21/2008	7	GUNS, HEALTH	2	\$64.50	45,519		
09/02/2008	3	FARMERS TRYING TO KEEP UP WITH L		\$1,161.00	45,519		
09/03/2008	1	STUDY: SMOKING RISKIER TO WOMEN		\$451.50	45,519		
09/13/2008	3 7D	'TAKE A CHILD OUTSIDE' WEEK GAINS		\$161.25	45,519		
09/14/2008	7B	HOW YOUR U.S. LAWMAKERS VOTED	12 108	\$387.00 <b>\$3,483.00</b>	45,519 <b>318,633</b>	7 total records	
Universi	ty Daily K	ansan Douglas	Lawrence, KS	Daily	Reader	rship = 26,449	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp		
09/08/2008	8	FARMERS MARKET THRIVES BECAUSI	E OF 31	\$387.50	26,450		
			31	\$387.50	26,450	1 record	
Edwards	s Co. Senti	nel Edwards	31 Kinsley, KS	\$387.50 Weekly	,	1 record rship = 2,327	
Edwards Date	s Co. Senti Page#	nel Edwards Headline		·	,		
			Kinsley, KS  Col. Inches	Weekly	Reader		
Date	Page #	Headline	Kinsley, KS  Col. Inches	Weekly Ad Equiv	Reader Rdshp		
<b>Date</b> 08/13/2008	Page #  1  illy News	Headline	Kinsley, KS  Col. Inches  DBACCO AND 42	Weekly Ad Equiv \$196.14	Reader Rdshp 2,328 2,328	rship = 2,327	
Date 08/13/2008 Hays Da	Page #  1  illy News	Headline SCHOOL BOARD DISCUSSES DRUG, TO	Kinsley, KS  Col. Inches  DBACCO AND 42  42	Weekly Ad Equiv \$196.14 \$196.14	Reader Rdshp 2,328 2,328	rship = 2,327	
Date  08/13/2008  Hays Da  http://www.HDI	Page #  1  ily News News.net/ Page #	Headline SCHOOL BOARD DISCUSSES DRUG, TO Ellis Headline	Kinsley, KS  Col. Inches  DBACCO AND.42  42  Hays, KS  Col. Inches	Weekly Ad Equiv \$196.14 \$196.14 Daily Ad Equiv	Reader  Rdshp  2,328  2,328  Reader  Rdshp	rship = 2,327	
Date 08/13/2008  Hays Da http://www.HDI	Page #  1  ily News News.net/	Headline SCHOOL BOARD DISCUSSES DRUG, TO	Kinsley, KS  Col. Inches  DBACCO AND.42  42  Hays, KS  Col. Inches	Weekly  Ad Equiv  \$196.14  \$196.14  Daily	Reader  Rdshp  2,328  2,328  Reader	rship = 2,327	

			42	\$655.20	82,896	3 total records
Garden City Telegram  http://www.gctelegram.com/		gram Finney Gard	len City, KS	Daily	Reade	rship = 18,158
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/16/2008	4	HEALTHY STRATEGY	17	\$244.46	18,158	
08/20/2008	8	STATE SEES INCREASE IN OBESITY	9	\$129.42	18,158	
08/23/2008	1B	GROWING YOUR OWN	113	\$1,624.94	18,158	
09/04/2008	3	TIME FOR NEW THINKING AT KHPA	20	\$287.60	18,158	
			159	\$2,286.42	72,632	4 total records
Dodge C	ity Daily	Globe Ford Dodg	ge City, KS	Daily	Reade	rship = 15,389
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/25/2008	1	GROWN AT HOME	39	\$508.56	15,389	
08/25/2008	4	BANNING SMOKING IN PUBLIC PLACES	12	\$156.48	15,389	
08/27/2008		STILL SMOKING	34	\$443.36	15,389	
09/03/2008	1	CITY DELAYS SMOKING RESTRICTIONS VOTE	30	\$391.20	15,389	
			115	\$1,499.60	61,556	4 total records
			TZC	Daily	Panda	rship = 11,890
Ottawa 1		Franklin Otta	wa, KS	Dany	Keaue	15p 11,0>0
		Franklin Otta  Headline	Col. Inches	Ad Equiv	Rdshp	12,000 U
http://www.ottav	waherald.com/		Col. Inches			12,000 V
http://www.ottav	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	12,000 T
Date 08/20/2008	Page #	Headline  KANSAS TOPS 25 PERCENT IN OBESITY REPOR	Col. Inches	<b>Ad Equiv</b> \$312.48	<b>Rdshp</b> 11,891	12,000

Daily Union <a href="http://www.dailyu.com">http://www.dailyu.com</a>		Geary Jun		City, KS	Daily	Reade	ership = 10,437
	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/17/2008 08/20/2008	1C 6	FARMER'S MARKET PROMPTS MEMORIES ANGIOPLASTY THROUGH THE WRIST BA		62 .23	\$644.80 \$239.20	10,437 10,437	
08/27/2008 09/05/2008	5 5	ON PUBLIC SMOKING ISSUE: TIME FOR NEW THINKING AT HEALTH PO	LICY	13 23	\$135.20 \$239.20	10,437 10,437	
				121	\$1,258.40	41,748	4 total records
Ft. Riley	Post army.mil/newspaper	Geary	ary Junction City, KS		Weekly	Reade	ership = 20,115
	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
09/05/2008	20	PRAIRIE PROVIDES SCENIC GETAWAY		18	\$271.80	20,116	
				18	\$271.80	20,116	1 record
Madison	News	Greenwood	Madison	, KS	Weekly	Reade	ership = 1,904
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/28/2008	7	INCLUDE LIFE INSURANCE IN YOUR BUD	GET	25	\$155.00	1,904	
				25	\$155.00	1,904	1 record
Syracuse Journal		Hamilton	Syracuse	e, KS	Weekly	Reade	ership = 1,653
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/27/2008	4	SENIOR SUBJECTS		24	\$114.00	1,654	
				24	\$114.00	1,654	1 record

Newton Kansan http://www.thekansan.com/		Harvey	Newton,	KS	Daily	Readership = 18,018	
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/20/2008	1	KANSAS OBESITY TOPS 25 PERCENT		24	\$385.92	18,018	
				24	\$385.92	18,018	1 record
Holton R		Jackson	Holton,	KS	Bi-Week	ly Readers	hip = 10,865
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/27/2008	10B	POLANSKY CHALLENGING KANSANS TO	EAT	10	\$71.30	10,865	
				10	\$71.30	10,865	1 record
Kansas (		Jackson	Kansas City, MO		Daily	ily Readership = 588,475	
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/22/2008	10B	SMOKING BAN HURTS TAX BASE		4	\$2,050.88	588,476	
08/22/2008	4B	WYANDOTTE COUNTY MULLS SMOKING		17	\$8,716.24	588,476	
08/23/2008 08/25/2008	B2 D1	FIRST SMOKING-BAN CASE GOES TO COU SMOKERS PUT ON A HAPPY FACE	KI	7 35	\$3,589.04 \$17,945.20	588,476 588,476	
08/26/2008	D8	CASINO SMOKING BAN IS CLOUDY		32	\$16,407.04	588,476	
08/29/2008	B10	KCK NEEDS A SMOKING BAN		3	\$1,538.16	588,476	
08/31/2008	B10	KCK CASINO SHOULD BE SMOKE-FREE		3	\$1,538.16	588,476	
				101	\$51,784.72	4,119,332	7 total records
Gardner News http://www.gardnernews.com/		Johnson	Gardnei	, KS	Bi-Week	ly Readers	hip = 5,520
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/15/2008	2	SPRING HILL FARMERS MARKET		3	\$60.00	5,520	
	2	SPRING HILL FARMER'S MARKET		3	\$60.00	5,520	
08/29/2008		STRIVO TILLETTRIVIERO MIRRIET		6	\$120.00	11,040	2 total records

Johnson	County Su	n Johnson	Overland	l Park, KS	Semi Weekly Readership = 257,599		
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/13/2008 08/27/2008	4B 6	WINE, FOOD FESTIVAL TO BENEFIT AMER WALK TO FIGHT DIABETES	RICAN	29 16	\$1,950.25 \$1,076.00	257,600 257,600	
				45	\$3,026.25	515,200	2 total records
Olathe N		Johnson	Olathe, I	KS	Daily	Readership = 10,175	
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/27/2008 08/30/2008 09/06/2008	1 4 4	OBESITY RATE CLIMBS IN COUNTY, BUT S UP TO THE CHALLENGE? TIME FOR NEW THINKING AT KHPA	STILL	12 18 20	\$470.64 \$705.96 \$784.40	10,175 10,175 10,175	
				50	\$1,961.00	30,525	3 total records
	Dispatch neewestdispatch.com	<b>Johnson</b>	Shawnee	, KS	Weekly	Readei	rship = 51,289
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
09/10/2008	8	OBESITY RATES ON RISE, ACCORDING TO	JOCO	11	\$242.00	51,290	
				11	\$242.00	51,290	1 record
Kingman Leader-Courier Kingman		Kingmar	n, KS	Semi We	ekly Reader	rship = 5,430	
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
09/11/2008	11	USD 332 IS READY TO GO PLAY!		6	\$38.40	5,430	
			_	6	\$38.40	5,430	1 record

Labette Avenue		Labette O	Labette Oswego, KS		Semi Weekly Readership = 4,508		
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp		
08/20/2008	5	ROTARY GOVERNOR VISITS OSWEGO CLUB	25	\$183.25	4,508		
			25	\$183.25	4,508	1 record	

	orth Times enworthtimes.com/	Leavenworth Leaven	worth, KS	Daily	Readershi	p = 12,721
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/16/2008	4	TOBACCO IS COSTING KANSAS	15	\$270.00	12,721	
08/27/2008	7	SEE YOU AT THE MARKET	13	\$234.00	12,721	
09/03/2008	2	SMOKING RISKIER TO WOMEN'S HEARTS THAN	20	\$360.00	12,721	
			48	\$864.00	38,163	3 total records

Emporia		Lyon Emporia	, KS	Daily	Readership = 16,990
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp
08/05/2008	6	SUPPORT FOR SMOKERS WHO WANT TO QUIT	1	\$10.56	16,990
08/07/2008	1	BBQ QUEENS TO BE GUESTS AT MARKET	23	\$242.88	16,990
08/07/2008	1	IT'S FARMERS MARKET WEEK IN EMPORIA	31	\$327.36	16,990
08/07/2008	11	LOOPHOLE IN LAW	6	\$63.36	16,990
08/08/2008	4	PATS ON THE BACK	24	\$253.44	16,990
08/08/2008	4B	GROUP PUSHES FOR PUBLIC SMOKING BAN	63	\$665.28	16,990
08/08/2008	5B	NOW OPEN: SMOKE-FREE TAVERN	28	\$295.68	16,990
08/08/2008	8	BBQ QUEENS APPEAR SATURDAY	6	\$63.36	16,990
08/10/2008	6	TOBACCO REGULATION BILL'S LOOPHOLE WOULI	024	\$253.44	16,990
08/12/2008	6	SUPPORT FOR SMOKERS WHO WANT TO QUIT	1	\$10.56	16,990
08/12/2008	9	FAT AND HEALTHY?	5	\$52.80	16,990
08/13/2008	7	WHEN CONVENIENCE FOOD IS NOT CONVENIENT	27	\$285.12	16,990
08/18/2008	2M	HATS OFF TO CORBIN	82	\$865.92	16,990
08/19/2008	1	GROUP SAYS IT'S PRO-HEALTH, NOT ANTI-SMOKE	R54	\$570.24	16,990
08/19/2008	6	SUPPORT FOR SMOKERS WHO WANT TO QUIT	1	\$10.56	16,990
08/20/2008	10	KANSAS TOPS 25 PERCENT BARRIER IN OBESITY	13	\$137.28	16,990
08/20/2008	1	OPPONENTS SAY CLEAN AIR EMPORIA	43	\$454.08	16,990

			716	\$7,560.96	441,740	26 total records
09/12/2008	4	SMOKE CAN KILL	4	\$42.24	16,990	
09/11/2008	3	COUNTER-PROPOSAL OFFERED BY OWNERS	10	\$105.60	16,990	
09/11/2008	15	THE SMOKING BAN ORDINANCE AS PROPOSED BY	109	\$1,151.04	16,990	
09/11/2008	1	GROUP SAYS MPORIANS WANT SMOKING BAN	34	\$359.04	16,990	
09/10/2008		CLEAN AIR PROPOSAL MADE TO COMMISSION	15	\$158.40	16,990	
09/10/2008	1	CLEAN-AIR ADVOCATE	42	\$443.52	16,990	
08/21/2008	1	HYGIENIST SAYS THE SCIENCE ON SECOND-HANI	<b>)</b> .45	\$475.20	16,990	
08/21/2008	1	THE JAPANESE, SMOKING AND HEALTH	17	\$179.52	16,990	
08/20/2008	4	DANGEROUS SMOKE	8	\$84.48	16,990	

ESU Bul		Lyon Empor	ia, KS	Bi-Weekly	Readership = 13,799	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/25/2008	2	KANSAS TOPS 25 PERCENT BARRIER IN OBESITY	25	\$250.00	13,800	
			25	\$250.00	13,800 1 record	

Hillsboro Free Press http://www.hillsborofreepress.com/		Marion Hillsbo	ro, KS Weekly		Readership = 17,339	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/20/2008	8B	MARION UPDATES SQUAD CARS WITH DIGITAL	12	\$159.96 \$13.33	17,340 17,340	
08/20/2008 08/27/2008	$\frac{2}{2}$	COWBOY JACK, GRIFFITH TO PERFORM AUG. 23 MOPS TO SERVE MEAL AT FARMER'S MARKET	2	\$13.33 \$26.66	17,340	
			15	\$199.95	52,020 3 total records	

http://www.marionrecord.com/			n, KS Weekly		Readership = 6,117	
Date 1	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/20/2008	2	COUNCILMAN CLARIFIES REMARKS	4	\$37.32	6,118	
08/20/2008 4	4	OLD WEST TAKES OVER FARMERS MARKET	<u>2</u> <b>6</b>	\$18.66 <b>\$55.98</b>	6,118 <b>12,236</b>	2 total records

McPherson Sentinel <a href="http://www.mcphersonsentinel.com/">http://www.mcphersonsentinel.com/</a>		McPherson	McPherson, KS	Weekly	Readership = 8,809		
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp		
08/16/2008 09/04/2008 09/05/2008	2 4 2	SHOULD 8-YEAR-OLDS BE POPPING SMOKE FREE TIME FOR NEW THINKING AT KHPA	23 14 20	\$418.60 \$254.80 \$364.00	8,809 8,809 8,809		
			57	\$1,037.40	26,427	3 total records	
Moundridge Ledger		McPherson	Moundridge, KS	Weekly	Reade	rship = 2,139	
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp		
00/20/2000		LICE 422 IC NOW A TORACCO EDEE DICTRI	CT 10	\$66.70	2,139		
08/28/2008	3	USD 423 IS NOW A TOBACCO FREE DISTRI			· · · · · · · · · · · · · · · · · · ·	11	
08/28/2008	3	USD 423 IS NOW A TOBACCO FREE DISTRI	10	\$66.70	2,139	1 record	
	omie Graphi				2,139	1 record rship = 5,296	
Osawato	omie Graphi		10	\$66.70	2,139		
Osawato	omie Graphi	c Miami	10 Osawatomie, KS	\$66.70 Weekly	2,139 Reade		
Osawato http://www.grap Date 09/10/2008	omie Graphi ohic-online.com/ Page #	C Miami  Headline  USD 367 LAUNCHES HEALTH INITIATIVES	10 Osawatomie, KS Col. Inches 45	\$66.70  Weekly  Ad Equiv  \$364.95	2,139  Reade  Rdshp  5,297	rship = 5,296	
Osawato http://www.grap  Date  09/10/2008 09/10/2008	omie Graphi ohic-online.com/ Page #	Headline USD 367 LAUNCHES HEALTH INITIATIVES SCHOOLS LEADING WAY TO HEALTHY	10 Osawatomie, KS Col. Inches 45 17	\$66.70  Weekly  Ad Equiv  \$364.95 \$137.87	2,139  Reade  Rdshp  5,297 5,297 10,594	rship = 5,296	
Osawato http://www.grap  Date  09/10/2008 09/10/2008	Page #	Headline USD 367 LAUNCHES HEALTH INITIATIVES SCHOOLS LEADING WAY TO HEALTHY	10 Osawatomie, KS Col. Inches 45 17 62	\$66.70  Weekly  Ad Equiv  \$364.95 \$137.87  \$502.82	2,139  Reade  Rdshp  5,297 5,297 10,594	rship = 5,296  2 total records	
Osawato http://www.grap  Date 09/10/2008 09/10/2008	omie Graphi ohic-online.com/ Page #  2  dence Daily	Headline  USD 367 LAUNCHES HEALTH INITIATIVES SCHOOLS LEADING WAY TO HEALTHY  Reporter Montgomery	Osawatomie, KS  Col. Inches  45 17 62  Independence, KS	\$66.70  Weekly  Ad Equiv  \$364.95 \$137.87  \$502.82  Daily	2,139  Reade  Rdshp  5,297 5,297 10,594  Reade	rship = 5,296  2 total records	

Council	Grove Rep	oublican Morris	Council (	Grove, KS	Daily	Readership = 4,317	
	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/20/2008	1	KANSAS TOPS 25% BARRIER IN OBESI	TY REPORT	22	\$149.82	4,317	
				22	\$149.82	4,317	1 record
Courier-Tribune		Nemaha	Seneca, I	ΚS	Weekly	Reade	ership = 7,056
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/20/2008	10	HARTER ONE OF FEW IN STUDY		38	\$199.50	7,056	
				38	\$199.50	7,056	1 record
Chanute http://www.chan		Neosho Chanute, KS		KS	Daily	Readership = 8,507	
	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/20/2008	12	KANSAS TOPS 25 PERCENT BARRIER II	N OBESITY	26	\$222.04	8,508	
				26	\$222.04	8,508	1 record
Erie Rec	ord	Neosho	Erie, KS		Weekly	Reade	ership = 2,417
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/14/2008 08/14/2008	4 4	TOPS (TAKING OFF POUNDS SENSIBLY OBESITY ON THE RISE IN PAST TWENT		9	\$37.08 \$32.96	2,417 2,417	
				17	\$70.04	4,834	2 total records
Ness Co.	News	Ness	Ness City	y, KS	Weekly	Reade	ership = 4,508
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/21/2008	4	FARMERS MARKET ON SATURDAY		2	\$7.46	4,508	
				2	\$7.46	4,508	1 record

The Osage County I		Herald-Chronicle Osage	Osage Ci	ty, KS	Weekly	Readership = 9,669		
<b>Date</b>	Page #	Headline		Col. Inches	Ad Equiv	Rdshp		
08/28/2008	7B	AG SECRETARY CHALLENGES KANSANS	ГО ЕАТ	14	\$125.02	9,669		
				14	\$125.02	9,669	1 record	
Tiller &	Toiler	Pawnee	Larned,	KS	Bi-Week	y Reade	ership = 3,870	
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp		
09/05/2008 09/05/2008	3 7	ONGOING EVENT SMOKING CESSATION C TIPS FOR STAYING SMOKE FREE	CLASSES	2 12	\$13.88 \$83.28	3,871 3,871		
				14	\$97.16	7,742	2 total records	
Advocate	e of Phillips	County Phillips	Phillipsb	urg, KS	Weekly	Reade	ership = 4,227	
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp		
08/21/2008	3	PHILLIPS COUNTY HEALTH SYSTEMS TO	GO	9	\$60.03	4,227		
				9	\$60.03	4,227	1 record	
Phillips (	Co. Review	Phillips	Phillipsb	urg, KS	Weekly	Reade	ership = 3,783	
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp		
08/20/2008	7	PHILLIPS COUNTY HEALTH SYSTEMS WIL	L	10	\$50.00	3,783		
				10	\$50.00	3,783	1 record	
Onaga H	lerald	Pottawatomie	Onaga, I	ΚS	Weekly	Reade	ership = 2,348	
 Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp		
08/28/2008	1	TIMES CHANGING FOR FARMER'S MARKE	 ET	3	\$13.50	2,348		
				3	\$13.50	2,348	1 record	

Pratt Tri		Pratt Pratt, KS			Daily	Readership = 4,165	
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/25/2008	1	FIGHT BACK WITH FACTS		9	\$100.71	4,165	
09/02/2008	4	FARMER'S MARKETS MAKING COMEBACI	K	11	\$123.09	4,165	
09/05/2008	8	IT'S NOT THE NICOTENE		22	\$246.18	4,165	
				42	\$469.98	12,495	3 total records
Hutchins http://www.hutcl		Reno	Hutchinson, KS		Daily	Readei	rship = 72,661
<b>Date</b>	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/20/2008		KANSANS GET AN F, AS IN FAT, IN REPORT	Γ	22	\$588.50	72,662	
08/24/2008	B4	OBESE AMERICA		 16	\$428.00	72,662	
08/25/2008	30	STATEWIDE BAN NEEDED		8	\$214.00	72,662	
				46	\$1,230.50	217,986	3 total records
Turon R	ecord	Reno	Turon, KS	S	Daily	Readei	rship = 1,129
Date	Page #	Headline	ı	Col. Inches	Ad Equiv	Rdshp	
09/11/2008	4	AGING WITH GRACE TAKES COURAGE		19	\$60.80	1,129	
				19	\$60.80	1,129	1 record
<b>Belleville Telescope</b>		Republic	Belleville,	KS	Weekly	Readei	rship = 6,389
Date	Page #	Headline	ı	Col. Inches	Ad Equiv	Rdshp	
08/21/2008	1	FARMERS' MARKET CONTINUES THROUG	 Н	10	\$88.20	6,389	
				10	\$88.20	6,389	1 record

Kansas State Collegian http://www.kstatecollegian.com		Riley Manhattan, KS		tan, KS	Daily	Readership = $60,126$		
Date	Page #	Headline			Col. Inches	Ad Equiv	Rdshp	
08/25/2008	4	BURNING BRIDGES	S? LOCAL SMOKING	G BAN	35	\$306.25	60,127	
08/26/2008	5	AIRPORT, SMOKING	G BAN FOCUS OF S	ESSIONS	4	\$35.00	60,127	
08/27/2008	1	COMMISSION VOTI	ES 3-2 AGAINST CIT	Y-WIDE	29	\$253.75	60,127	
					68	\$595.00	180,381	3 total records

Manhattan Mercury http://www.themercury.com/		Riley Ma	anhattan, KS	Daily	Readership =	22,199
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/17/2008	3B	HOME GROWN	60	\$798.00	22,200	
08/20/2008	3	KANSAS TOPS OBESITY BARRIER	6	\$79.80	22,200	
08/24/2008	1	CITY'S DECISION ON SMOKING BAN LOOKS T	ГО ВЕ42	\$558.60	22,200	
08/27/2008	1	SMOKING BAN ON BALLOT AFTER COMMISS	SION'S.7.1	\$944.30	22,200	
08/29/2008	B8	SMOKING BAN ISN'T A QUICK READ	15	\$199.50	22,200	
08/31/2008	C8	COMMISSIONER OUT TO BE MORE CAREFUL	5	\$66.50	22,200	
09/05/2008	3	IT'S SAD THAT CITY COMMISSIONERS COULI	DN'T 13	\$172.90	22,200	
09/07/2008	C10	NEW RESEARCH ON OLD HABITS THAT ARE I	HARD17	\$226.10	22,200	
09/07/2008	C8	COMMISSIONERS MAKE THE RIGHT CALL IN	· 7	\$93.10	22,200	
			236	\$3,138,80	199,800 9 t	otal records

Russell County News		ews Russell Russ	sell, KS	Bi-Weel	kly Reade	rship = 5,494
Date	Page #	Headline	Col. Inches	Ad Equiv	Rdshp	
08/22/2008	1	RIPE, RED TOMATOES	11	\$76.34	5,495	
09/03/2008	3	HOMEGROWN GOODNESS	11	\$76.34	5,495	
09/10/2008	14	TIGER FAMILY HEALTH NIGHT TO FEATURE	18	\$124.92	5,495	
			40	\$277.60	16,485	3 total records

18/18/2008   7	Salina Journal http://www.saljournal.com/		Saline	Salina, KS		Daily	Paily Readership = 65,874	
REPORT: 25 PERCENT OF KANSANS OBESE   16   \$448.00   65,874	Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
	08/18/2008	7	FUTURE SHROUDED IN SMOKE		19	\$532.00	65,874	
	08/20/2008	1	REPORT: 25 PERCENT OF KANSANS OBES	E				
Scott Co.   Record   Scott City, KS   Weekly   Read=rship = 4,303     Scott Co.   Record   Scott City, KS   Weekly   Read=rship = 4,303     Scott Co.   Inches   Ad Equiv   Rdshp     Scott Co.   Inches   Rdshp   Read=rship = 120,749     Scott Co.   Inches   Rdshp   Read=rship = 120,749     Scott Co.   Inches   Ad Equiv   Rdshp     Scott Co.   Inches   Ad Equiv   Rdshp     Scott Co.   Inches   Ad Equiv   Rdshp     Scott Co.   Inches   Radine   Radine   Radine     Scott Co.   Inches	08/26/2008	7			20	\$560.00	65,874	
Scott Co. Record   Scott City, KS   Weekly   Readership = 4,303	09/05/2008	1	HUNDREDS EXPECTED TO TAKE THE PLU	INGE	41	\$1,148.00	65,874	
Page #   Headline   Col. Inches   Ad Equiv   Rdshp					96	\$2,688.00	263,496	4 total records
	Scott Co.	Record	Scott	Scott Cit	y, KS	Weekly	Reader	rship = 4,303
Sedgwick   Wichita, KS   Monthly   Readership = 120,749     Oute   Page #   Headline   Col. Inches   Ad Equiv   Rdshp     Oy/01/2008   3   'AGING ON THE PLAINS' EXAMINES CHALLENGES,12   \$534.72   120,750     12   \$534.72   120,750   1 record     Ark Valley News   Sedgwick   Valley Center, KS   Weekly   Readership = 4,441     Oute   Page #   Headline   Col. Inches   Ad Equiv   Rdshp     Oy/04/2008   1   COUPLE ADDS FARMERS MARKET TO THEIR   77   \$697.62   4,441     Oute   Page #   Headline   Col. Inches   Ad Equiv   Rdshp     Oy/04/2008   1   COUPLE ADDS FARMERS MARKET TO THEIR   77   \$697.62   4,441     Oute   Additional of the content of the cont	Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
Sedgwick   Wichita, KS   Monthly   Readership = 120,749     Oute   Page #   Headline   Col. Inches   Ad Equiv   Rdshp     19/01/2008   3   'AGING ON THE PLAINS' EXAMINES CHALLENGES,12   \$534.72   120,750     12   \$534.72   120,750   1 record     Ark Valley News   Sedgwick   Valley Center, KS   Weekly   Readership = 4,441     Oute   Page #   Headline   Col. Inches   Ad Equiv   Rdshp     Output   Outpu	08/21/2008	9	ADULT OBESITY CONTINUES TO CLIMB		13	\$65.00	4,303	
Date         Page #         Headline         Col. Inches         Ad Equiv         Rdshp           19/01/2008         3         'AGING ON THE PLAINS' EXAMINES CHALLENGES,12         \$534.72         120,750           12         \$534.72         120,750         1 record           Ark Valley News http://www.arkvalleynews.com/         Sedgwick         Valley Center, KS         Weekly         Readership = 4,441           Oate         Page #         Headline         Col. Inches         Ad Equiv         Rdshp           19/04/2008         1         COUPLE ADDS FARMERS MARKET TO THEIR         77         \$697.62         4,441					13	\$65.00	4,303	1 record
29/01/2008   3   'AGING ON THE PLAINS' EXAMINES CHALLENGES,12   \$534.72   120,750   1 record	Active A	ging	Sedgwick	Wichita,	KS	Monthly	Reader	rship = 120,749
Ark Valley News http://www.arkvalleynews.com/  Date Page # Headline Col. Inches Ad Equiv Rdshp  12 \$534.72 120,750 1 record  Col. Inches Ad Equiv Rdshp  19/04/2008 1 COUPLE ADDS FARMERS MARKET TO THEIR 77 \$697.62 4,441	Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
Ark Valley News http://www.arkvalleynews.com/  Date Page # Headline Col. Inches Ad Equiv Rdshp  19/04/2008 1 COUPLE ADDS FARMERS MARKET TO THEIR 77 \$697.62 4,441	09/01/2008	3	'AGING ON THE PLAINS' EXAMINES CHAI	LENGES,	12	\$534.72	120,750	
Date Page # Headline Col. Inches Ad Equiv Rdshp  19/04/2008 1 COUPLE ADDS FARMERS MARKET TO THEIR 77 \$697.62 4,441					12	\$534.72	120,750	1 record
99/04/2008 1 COUPLE ADDS FARMERS MARKET TO THEIR 77 \$697.62 4,441			Sedgwick	Valley C	enter, KS	Weekly	Reader	rship = 4,441
	Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
77 \$697.62 4,441 1 record	09/04/2008	1	COUPLE ADDS FARMERS MARKET TO TH	EIR	77	\$697.62	4,441	
					77	\$697.62	4,441	1 record

Derby Informer http://www.derbyinformer.com/		Sedgwick D	erby, KS	Weekly	Readership = 2,364	
Date	Page #	Headline	Col. Inche	es Ad Equiv	Rdshp	
08/20/2008 09/10/2008	1 5	BUSINESSES GIVEN REPRIEVE ON SMOKING IT'S TIME FOR NEW THINKING	G BAN 22 24	\$341.00 \$372.00	2,364 2,364	
			46	\$713.00	4,728	2 total records
Derby R	eporter	Sedgwick D	erby, KS	Daily	Reado	ership = 2,226
Date	Page #	Headline	Col. Inche	es Ad Equiv	Rdshp	
08/19/2008 08/22/2008 08/29/2008	1 1 1	COUNCIL GIVES BUSINESS OWNERS UNTIL I FRIENDS REMEMBER PAUL FIACCO SMOKING BAN GOES INTO EFFECT MONDAY	51	\$114.40 \$448.80 \$167.20	2,226 2,226 2,226	
			83	\$730.40	6,678	3 total records
Mount E	Iope Clario	on Sedgwick M	Iount Hope, KS	Weekly	Reade	ership = 4,140
Date	Page #	Headline	Col. Inche	es Ad Equiv	Rdshp	
09/11/2008	1	COLWICH FARMER'S MARKET IS GREAT PLA	ACE 45	\$450.00	4,140	
			45	\$450.00	4,140	1 record
	Business Journals.com/wichita		Vichita, KS	Weekly	Reado	ership = 14,046
Date	Page #	Headline	Col. Inche	es Ad Equiv	Rdshp	
08/29/2008 09/05/2008	5 30	WICHITA'S SMOKING ORDINANCE FORCES SMOKING BAN TAKES EFFECT FOR BUSINES		\$218.66 \$52.78	14,046 14,046	
			36	\$271.44	28,092	2 total records

http://www.kans	Eagle Sas.com		Sedgwick	Wichita,	KS	Daily	Readers	hip = 226,377
Date	Page #	Headline			Col. Inches	Ad Equiv	Rdshp	
08/14/2008	1	LEGISLATORS CLASH	I ON INSURANCE, I	HEALTH	27	\$3,541.05	226,377	
08/15/2008	5D	FARM AND ART MAR			4	\$524.60	226,377	
08/15/2008	6	LOCAL OFFICIALS, P	UBLIC WANT SMOI	KING BAN	3	\$393.45	226,377	
08/22/2008	18D	FARM AND ART MAR	KETS		4	\$524.60	226,377	
08/28/2008	3C	EATERIES REMODEL	FOR SMOKING BA	N	21	\$2,754.15	226,377	
08/29/2008	11B	RESTAURANTS EXTI	NGUISH SMOKING		30	\$3,934.50	226,377	
08/29/2008	8B	DIVERSIONS			5	\$655.75	226,377	
08/31/2008	1B	DERBY SMOKING BA	N LEADS TO MORI	E PATIOS	2	\$262.30	226,377	
09/01/2008	1B	TOUR ALLOWS ONE	LAST PUFF AT THR	EE	3	\$393.45	226,377	
09/02/2008	1B	SMOKING SPOTS STA	RT TO DWINDLE		22	\$2,885.30	226,377	
09/03/2008	6	SMOKE-FREE STAND			4	\$524.60	226,377	
09/03/2008	6	INHALE GET READY	TO ENJOY SMOKIN	IG BANS	26	\$3,409.90	226,377	
09/04/2008	1	SMOKING BAN TAKE	S EFFECT; FOR SM	OKERS END	034	\$4,459.10	226,377	
09/05/2008	15D	FARM AND ART MAR	KETS		5	\$655.75	226,377	
09/12/2008	6	UNINSURED			27	\$3,541.05	226,377	
					217	\$28,459.55	3,395,655	15 total records
High Pla	ins Daily							
111511 1 10	mis Dany	Leader	Seward	Liberal,	KS	Daily	Readers	hip = 16,099
Date	Page #	Leader Headline	Seward	Liberal,	Col. Inches	Daily Ad Equiv	Readers Rdshp	hip = 16,099
Date	Page #	Headline		,	Col. Inches	Ad Equiv	Rdshp	hip = 16,099
			CENT BARRIER IN	OBESITY	Col. Inches			hip = 16,099
Date 08/20/2008	Page #	Headline KANSAS TOPS 25 PER	CENT BARRIER IN	OBESITY	Col. Inches	<b>Ad Equiv</b> \$104.00	<b>Rdshp</b> 16,100	hip = 16,099  2 total records
Date 08/20/2008 08/22/2008	Page #  5 1  Capital-J	Headline  KANSAS TOPS 25 PER EXTENSION OFFICE I	CENT BARRIER IN	OBESITY	8 16 24	<b>Ad Equiv</b> \$104.00 \$208.00	Rdshp 16,100 16,100 32,200	
Date  08/20/2008 08/22/2008  Topeka http://www.cjon	Page #  5 1  Capital-J	Headline  KANSAS TOPS 25 PER EXTENSION OFFICE I	CENT BARRIER IN FOCUSES ON COM	OBESITY MUNITY	8 16 24	\$104.00 \$208.00 \$312.00	Rdshp 16,100 16,100 32,200	2 total records
Date  08/20/2008  08/22/2008  Topeka  http://www.cjon  Date	Page #  5 1  Capital-J  line.com/  Page #	Headline  KANSAS TOPS 25 PER EXTENSION OFFICE I  ournal  Headline	CCENT BARRIER IN FOCUSES ON COMP Shawnee	OBESITY MUNITY	8 16 24 KS Col. Inches	Ad Equiv \$104.00 \$208.00 \$312.00  Daily  Ad Equiv	Rdshp  16,100 16,100 32,200  Readers  Rdshp	2 total records
Date  08/20/2008 08/22/2008  Topeka http://www.cjon  Date  08/20/2008	Page #  5 1  Capital-J line.com/ Page #  1B	Headline  KANSAS TOPS 25 PER EXTENSION OFFICE I  ournal  Headline  STATE'S OBESITY RA	CENT BARRIER IN FOCUSES ON COMP Shawnee	OBESITY MUNITY	8 16 24 KS Col. Inches	Ad Equiv \$104.00 \$208.00 \$312.00  Daily  Ad Equiv \$1,392.13	Rdshp  16,100 16,100 32,200  Readers  Rdshp  109,942	2 total records
Date  08/20/2008  08/22/2008  Topeka  http://www.cjon  Date	Page #  5 1  Capital-J  line.com/  Page #	Headline  KANSAS TOPS 25 PER EXTENSION OFFICE I  ournal  Headline	CENT BARRIER IN FOCUSES ON COMP  Shawnee  TE SWELLS T IS MOOT POINT	OBESITY MUNITY Topeka,	8 16 24 KS Col. Inches	Ad Equiv \$104.00 \$208.00 \$312.00  Daily  Ad Equiv	Rdshp  16,100 16,100 32,200  Readers  Rdshp	2 total records

Goodland Star News <a href="http://www.nwkansas.com/">http://www.nwkansas.com/</a>		S Sherman	Goodland	l, KS	Bi-Week	ly Readership = 3,622	
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
09/05/2008 09/05/2008	3 9	SMOKING POLICY REVIEWED RULES, SIGNS, FENCE NEEDED TO OPEN SK		14 21	\$141.82 \$212.73	3,622 3,622	
				35	\$354.55	7,244	2 total records
<b>Lebanon Times</b>		Smith	Lebanon, KS		Weekly	Readership = 1,207	
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/28/2008		FARMERS MARKETS OFFER HEALTHY CHO	DICES	28	\$100.80	1,208	
				28	\$100.80	1,208	1 record
	o. Pioneer	Smith S	Smith Ce	nter, KS	Weekly	Reade	ership = 7,677
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/28/2008	16B	FARMERS MARKET OFFERS HEALTHY CHO	DICES	28	\$194.60	7,677	
				28	\$194.60	7,677	1 record
Stafford http://www.staffo		Stafford S	Stafford,	KS	Weekly	Reade	ership = 2,065
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp	
08/27/2008		OBESE AMERICA		19	\$81.70	2,065	
				19	\$81.70	2,065	1 record

Caldwell Messenger		Sumner	Caldwell	l, KS	Weekly	Readership = $2,989$		
Date	Page #	Headline			Col. Inches	Ad Equiv	Rdshp	
09/03/2008	2	PUBLISHER'S NOTE			21	\$72.45	2,990	
					21	\$72.45	2,990	1 record
Wellingt	on Daily I	News	Sumner	Wellingt	on, KS	Daily	Reade	rship = 5,598
Date	Page #	Headline			Col. Inches	Ad Equiv	Rdshp	
08/21/2008	1	KANSAS TOPS 25 PER	CENT BARRIER IN	OBESITY	26	\$230.10	5,598	
					26	\$230.10	5,598	1 record
Colby Fi	ree Press		Thomas	Colby, K	SS	Daily	Reade	rship = 4,429
Date	Page #	Headline			Col. Inches	Ad Equiv	Rdshp	
08/20/2008 08/21/2008	3 2	KANSAS TOPS 25 PER LET VOTERS DECIDE			17 12	\$172.21 \$121.56	4,430 4,430	
					29	\$293.77	8,860	2 total records
							,	
Leoti Sta	ındard		Wichita	Leoti, K	S	Weekly	Reade	rship = 2,141
Leoti Sta	ndard Page #	Headline	Wichita	Leoti, K	S Col. Inches	Weekly Ad Equiv	Reade Rdshp	rship = 2,141
		Headline SUPPORTING STUDEN		,	Col. Inches	•		rship = 2,141

Wilson Co. Citizen		Wilson	Wilson Fredonia, KS		Bi-Weekly Re		Readership = 7,937	
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp		
09/04/2008	2	STATE STILL DEALING WITH HEALTH C	ARE ISSUE	18	\$106.56	7,937		
				18	\$106.56	7,937	1 record	
Kansas (	City Kansa:	n Wyandotte	Kansas	City, KS	Daily	Reade	ership = <b>8,569</b>	
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp		
08/21/2008	1	COMMENTARY: A SMOKING SOLUTION	FOR THE	40	\$472.00	8,570		
08/23/2008	1	SMOKING BAN WOULD HAVE BEEN OK		25	\$295.00	8,570		
08/23/2008	2	HOW DO CASINOS PLAY INTO SMOKINO		26	\$306.80	8,570		
08/23/2008	4	SMOKING BANS ARE THE NEW PROHIB		19	\$224.20	8,570		
09/03/2008	6	TIME FOR NEW THINKING WITH THE K	HPA	32	\$377.60	8,570		
09/03/2008	4B	HEALTHY SNACKS		5	\$59.00	8,570		
				147	\$1,734.60	51,420	6 total records	
Piper Pro	ess ndottewest.com/	Wyandotte	Kansas	City, KS	Weekly	Reade	ership = 1,534	
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp		
08/21/2008	4	RISK FACTORS, DIET CHANGES MATTE	R IN TYPE	38	\$643.34	1,534		
08/28/2008	i	BUSINESSES, UG PONDER SMOKING BA		30	\$507.90	1,534		
23, 23, 2000			<del></del> ·	68	\$1,151.24	3,068	2 total records	
Wyandot http://www.wyan		Wyandotte	Kansas	City, KS	Weekly	Reade	ership = 4,045	
Date	Page #	Headline		Col. Inches	Ad Equiv	Rdshp		
08/28/2008	1	BUSINESSES, UG PONDER SMOKING BA	.N	30	\$507.90	4,046		
				30	\$507.90	4,046	1 record	

## **Grand Totals**

Publications = 89 Clips = 220 Col. Inches = 4,774 Ad Equiv = \$138,341.88 Rdshp = 11,381,087

## Allen

Publications = 1 Clips = 3 Col. Inches = 66 Ad Equiv = \$663.30 Rdshp = 25,668

## **Anderson**

Publications = 1 Clips = 1 Col. Inches = 15 Ad Equiv = \$115.05 Rdshp = 2,590

## **Atchison**

Publications = 1 Clips = 2 Col. Inches = 39 Ad Equiv = \$538.20 Rdshp = 16,928

#### Barber

Publications = 1 Clips = 1 Col. Inches = 14 Ad Equiv = \$42.00 Rdshp = 2,677

#### **Barton**

Publications = 2 Clips = 5 Col. Inches = 98 Ad Equiv = \$1,137.54 Rdshp = 61,840

#### **Butler**

Publications = 1 Clips = 1 Col. Inches = 5 Ad Equiv = \$57.75 Rdshp = 3,915

## Chase

Publications = 1 Clips = 1 Col. Inches = 16 Ad Equiv = \$78.24 Rdshp = 2,969

# Cherokee

Publications = 1 Clips = 2 Col. Inches = 52 Ad Equiv = \$395.20 Rdshp = 9,900

## Cloud

Publications = 2 Clips = 3 Col. Inches = 56 Ad Equiv = \$363.00 Rdshp = 8,116

# **Cowley**

Publications = 2 Clips = 8 Col. Inches = 344 Ad Equiv = \$3,167.81 Rdshp = 87,633

## Crawford

Publications = 3 Clips = 7 Col. Inches = 143 Ad Equiv = \$1,536.10 Rdshp = 98,798

## **Dickinson**

Publications = 2 Clips = 3 Col. Inches = 56 Ad Equiv = \$427.00 Rdshp = 17,285

# **Doniphan**

Publications = 1 Clips = 1 Col. Inches = 46 Ad Equiv = \$322.00 Rdshp = 6,746

# **Douglas**

Publications = 3 Clips = 9 Col. Inches = 176 Ad Equiv = \$4,169.46 Rdshp = 348,193

## **Edwards**

Publications = 1 Clips = 1 Col. Inches = 42 Ad Equiv = \$196.14 Rdshp = 2,328

## **Ellis**

Publications = 1 Clips = 3 Col. Inches = 42 Ad Equiv = \$655.20 Rdshp = 82,896

# **Finney**

Publications = 1 Clips = 4 Col. Inches = 159 Ad Equiv = \$2,286.42 Rdshp = 72,632

## **Ford**

Publications = 1 Clips = 4 Col. Inches = 115 Ad Equiv = \$1,499.60 Rdshp = 61,556

## Franklin

Publications = 1 Clips = 3 Col. Inches = 72 Ad Equiv = \$803.52 Rdshp = 35,673

# Geary

Publications = 2 Clips = 5 Col. Inches = 139 Ad Equiv = \$1,530.20 Rdshp = 61,864

## Greenwood

Publications = 1 Clips = 1 Col. Inches = 25 Ad Equiv = \$155.00 Rdshp = 1,904

## Hamilton

Publications = 1 Clips = 1 Col. Inches = 24 Ad Equiv = \$114.00 Rdshp = 1,654

## Harvey

Publications = 1 Clips = 1 Col. Inches = 24 Ad Equiv = \$385.92 Rdshp = 18,018

## **Jackson**

Publications = 2 Clips = 8 Col. Inches = 111 Ad Equiv = \$51,856.02 Rdshp = 4,130,197

#### **Johnson**

Publications = 4 Clips = 8 Col. Inches = 112 Ad Equiv = \$5,349.25 Rdshp = 608,055

# Kingman

Publications = 1 Clips = 1 Col. Inches = 6 Ad Equiv = \$38.40 Rdshp = 5,430

## Labette

Publications = 1 Clips = 1 Col. Inches = 25 Ad Equiv = \$183.25 Rdshp = 4,508

## Leavenworth

Publications = 1 Clips = 3 Col. Inches = 48 Ad Equiv = \$864.00 Rdshp = 38,163

## Lyon

Publications = 2 Clips = 27 Col. Inches = 741 Ad Equiv = \$7,810.96 Rdshp = 455,540

#### Marion

Publications = 2 Clips = 5 Col. Inches = 21 Ad Equiv = \$255.93 Rdshp = 64,256

## **McPherson**

Publications = 2 Clips = 4 Col. Inches = 67 Ad Equiv = \$1,104.10 Rdshp = 28,566

## Miami

Publications = 1 Clips = 2 Col. Inches = 62 Ad Equiv = \$502.82 Rdshp = 10,594

# **Montgomery**

Publications = 1 Clips = 1 Col. Inches = 7 Ad Equiv = \$73.29 Rdshp = 13,775

## **Morris**

Publications = 1 Clips = 1 Col. Inches = 22 Ad Equiv = \$149.82 Rdshp = 4,317

## Nemaha

Publications = 1 Clips = 1 Col. Inches = 38 Ad Equiv = \$199.50 Rdshp = 7,056

## Neosho

Publications = 2 Clips = 3 Col. Inches = 43 Ad Equiv = \$292.08 Rdshp = 13,342

#### Ness

Publications = 1 Clips = 1 Col. Inches = 2 Ad Equiv = \$7.46 Rdshp = 4,508

## **Osage**

Publications = 1 Clips = 1 Col. Inches = 14 Ad Equiv = \$125.02 Rdshp = 9,669

#### **Pawnee**

Publications = 1 Clips = 2 Col. Inches = 14 Ad Equiv = \$97.16 Rdshp = 7,742

# **Phillips**

Publications = 2 Clips = 2 Col. Inches = 19 Ad Equiv = \$110.03 Rdshp = 8,010

## **Pottawatomie**

Publications = 1 Clips = 1 Col. Inches = 3 Ad Equiv = \$13.50 Rdshp = 2,348

#### **Pratt**

Publications = 1 Clips = 3 Col. Inches = 42 Ad Equiv = \$469.98 Rdshp = 12,495

## Reno

Publications = 2 Clips = 4 Col. Inches = 65 Ad Equiv = \$1,291.30 Rdshp = 219,115

# Republic

Publications = 1 Clips = 1 Col. Inches = 10 Ad Equiv = \$88.20 Rdshp = 6,389

# **Riley**

Publications = 2 Clips = 12 Col. Inches = 304 Ad Equiv = \$3,733.80 Rdshp = 380,181

#### Russell

Publications = 1 Clips = 3 Col. Inches = 40 Ad Equiv = \$277.60 Rdshp = 16,485

## **Saline**

Publications = 1 Clips = 4 Col. Inches = 96 Ad Equiv = \$2,688.00 Rdshp = 263,496

## **Scott**

Publications = 1 Clips = 1 Col. Inches = 13 Ad Equiv = \$65.00 Rdshp = 4,303

# **Sedgwick**

Publications = 7 Clips = 25 Col. Inches = 516 Ad Equiv = \$31,856.73 Rdshp = 3,564,484

#### **Seward**

Publications = 1 Clips = 2 Col. Inches = 24 Ad Equiv = \$312.00 Rdshp = 32,200

## **Shawnee**

Publications = 1 Clips = 3 Col. Inches = 34 Ad Equiv = \$2,784.26 Rdshp = 329,826

## Sherman

Publications = 1 Clips = 2 Col. Inches = 35 Ad Equiv = \$354.55 Rdshp = 7,244

# **Smith**

Publications = 2 Clips = 2 Col. Inches = 56 Ad Equiv = \$295.40 Rdshp = 8,885

## **Stafford**

Publications = 1 Clips = 1 Col. Inches = 19 Ad Equiv = \$81.70 Rdshp = 2,065

## **Sumner**

Publications = 2 Clips = 2 Col. Inches = 47 Ad Equiv = \$302.55 Rdshp = 8,588

## **Thomas**

Publications = 1 Clips = 2 Col. Inches = 29 Ad Equiv = \$293.77 Rdshp = 8,860

## Wichita

Publications = 1 Clips = 1 Col. Inches = 58 Ad Equiv = \$275.50 Rdshp = 2,141

# Wilson

Publications = 1 Clips = 1 Col. Inches = 18 Ad Equiv = \$106.56 Rdshp = 7,937

# Wyandotte

Publications = 3 Clips = 9 Col. Inches = 245 Ad Equiv = \$3,393.74 Rdshp = 58,534